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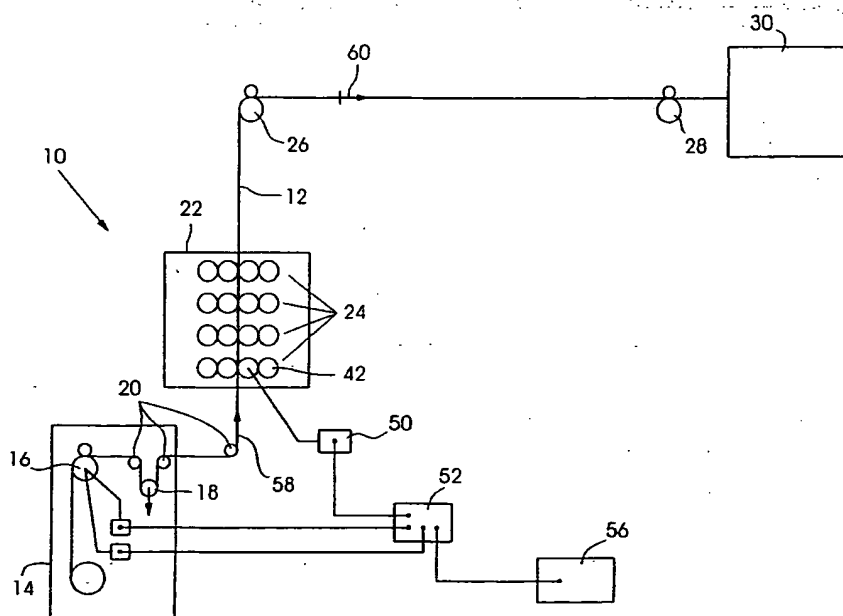
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(54) Title: METHOD FOR CONTROLLING THE FEEDING OF A WEB SUBSTRATE INTO A PRINTING PRESS



(57) Abstract: A method for controlling the feeding of a web substrate (12) into a printing press (10), in particular a rotary press, the web substrate (12) being fed with a web tension (40) into the printing press (10) and a printing length to be achieved being specified. A current printing length of the printing press (10) is determined. The web tension (40) is varied by varying the length of the web substrate (12) fed during one time interval as a function of the deviation of the current printing length from the printing length to be achieved.

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